# Continental Airlines

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A man and an airline.

Continental Airlines, Robert F. Six. The two are as one. Continental embodies the dreams, philosophy and personality of the man who has guided it for more than 40 years.

You might find him checking over the cabin of an inflight Continental DC-10. Or looking over the shoulder of a mechanic in Continental's maintenance center. Or asking questions at a passenger service counter. You just don't know where he's going to turn up next.

It's all part of the Six philosophy; something instilled into every Continental executive or supervisor. To be aware of what's really going on. Get out of the office and visit with front line personnel. Or on a plane and experience Continental's service first hand. Be available, be interested, be aware. But always in the spirit of how can we do this better?

#### MENUS TO MARKETING

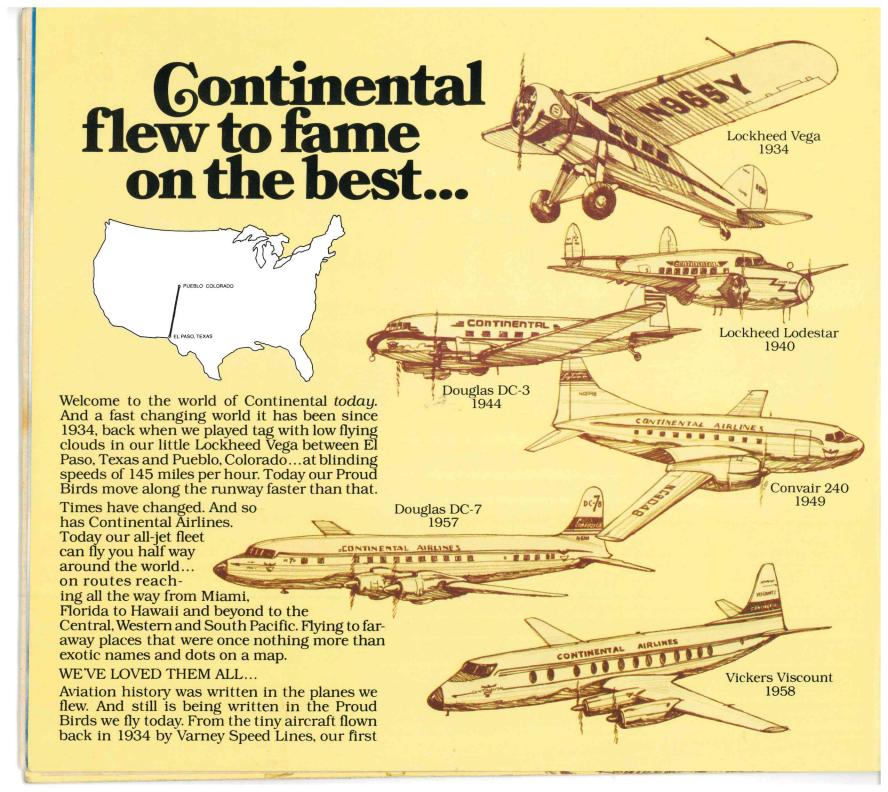
Bob Six works with a seemingly intuitive sense of timing in knowing what the public wants. Extremely positive in his opinions. But opinions based on listening and reacting to questions asked not only of his top executives but the rank and file.

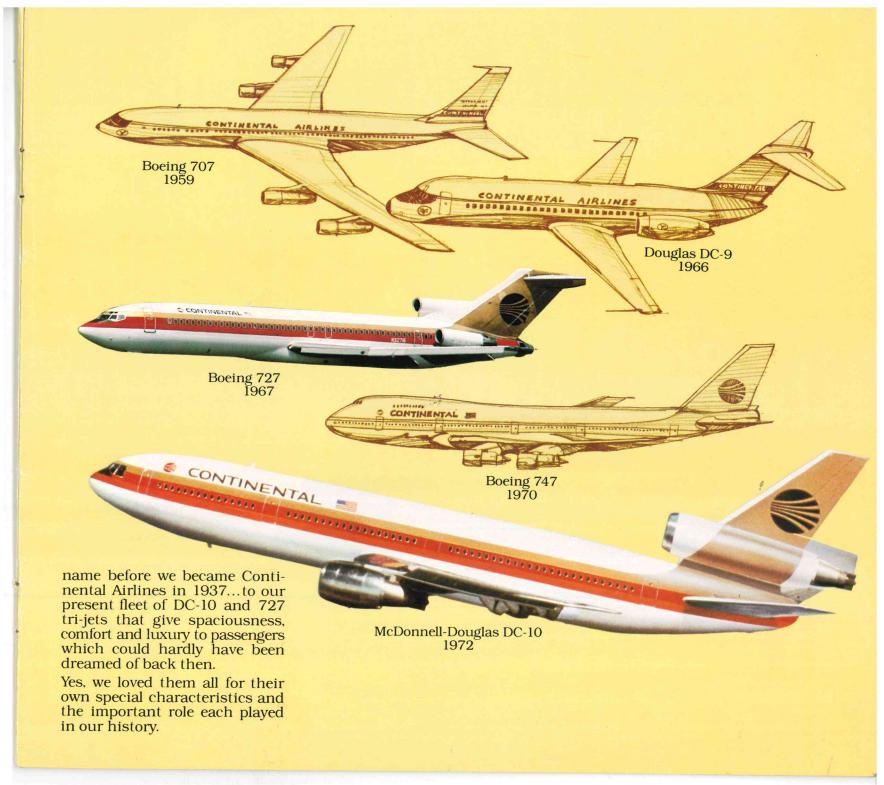
He is always aware that Continental is in a service industry. Continental thrives on being innovative. Yet Bob Six never loses sight of the fundamentals—good service, safety and reliability. And Bob Six is the kind of man who expects Continental people to share his beliefs.



BACK IN 1936...when Robert F. Six went into the airline business, experience and experiment went hand in hand with courage and a bit of gall.

The day he took over as Continental's new president the airline had 624 route miles, 29 hard working employees, six airplanes and three of those were obsolete. Today Continental flies more than 35,000 unduplicated route miles, with more than 11,000 employees and a 67 plane fleet, with more on the way.





# Striving for excellence... a Gontinental tradition.

Continental people are especially well trained for their jobs. They truly want to serve you better. And that's not just by chance. Pride in excellence is an important part of Continental's corporate philosophy...its way of doing business. That is why even during depressed times, when there could be a tendency to cut back, there's never a let-up in Continental services and training.

Our ultra-modern Louis H. Mueller Training Center in Los Angeles provides sophisticated basic and refresher training programs for Continental personnel. Nearly everyone at Continental participates. Flight crew members, mechanics, cabin personnel, reserva-

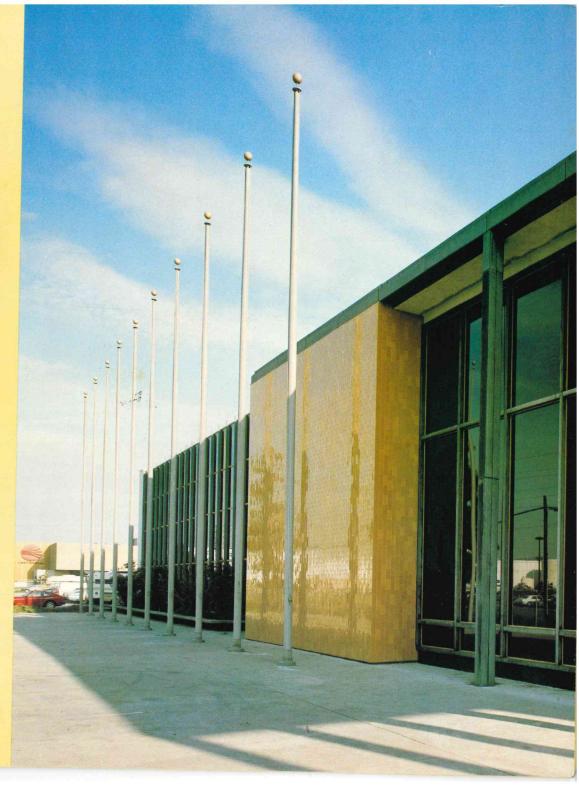
tion and passenger service people at all levels, computer technicians...along with cargo, terminal operations and sales and service personnel.

Continental's flight officers complete hours and hours of intensive study and flight training before joining our flight crews. And they receive regular retraining and proficiency checks in DC-10 and 727 flight simulators with highly trained instructors, working with the latest equipment, to follow



programmed flight patterns and simulated flight conditions.

Hiring and training standards at Continental are among the highest in the industry. For example, Continental accepts only about 350 cabin attendant trainees from every 70,000 applicants. Of these only about 75% successfully complete their preflight and inflight training program. The industry training completion rate averages about 90%. So you can see that Continental cabin attendants making the grade are a select group indeed.





# Gontinental people...

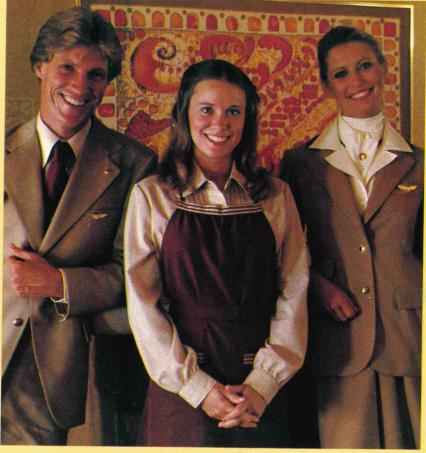
CONTINENTAL SERVICES...SECOND TO NONE.

From curbside to curbside we watch over the details. Less to worry about. Things move quickly and smoothly from the time you make reservations until leaving the terminal at your destination. Continental has the most up-to-date automated reservation system in use today. So good, in fact, that we provide this system to more than a dozen other major airlines. And when you arrive... we get you on your way fast.





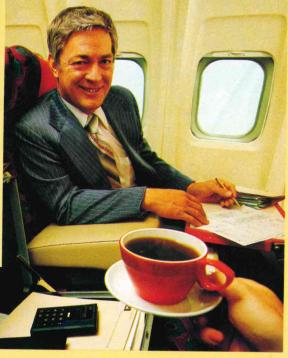
## our special pride.



CONTINENTAL PEOPLE... THEY TRULY WANT TO SERVE YOU BETTER.

You'll hear, feel and see the difference. Special people. That's the answer.





## Never a compromise...



#### COMPUTER FLIGHT PLANNING

Continental's SAFE system of automated flight control, above, provides advanced techniques for monitoring aircraft. The exact location of each aircraft in our fleet, whether in the air or on the ground, is visually displayed. This is a unique and im-

mensely important aid in scheduling and positioning our aircraft for optimum efficiency and safety.

So sophisticated is our total flight control system that a flight plan can be expertly charted anywhere in the free world and be available in seconds. Selection of the flight plan is programmed with precise regard to winds, weather, atmospheric conditions and pinpointed to best altitude and speed for maximum passenger comfort and safety as well as best fuel utilization. This flight plan with any alternative variables is presented for final consideration by each Flight Captain before departure.

The system has been so successful that it is now being jointly used by many other airlines serving global destinations.

#### NOTHING'S TOO TRIVIAL

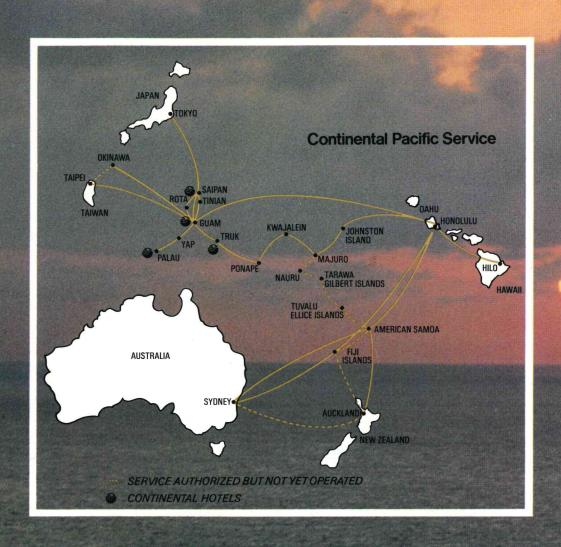
Maintenance. Nothing is overlooked. It's an on-going, day-after-day pursuit of perfection. If your car were tended to in this way, chances are it might run forever. Preventive maintenance is the answer.

How good is Continental's preventive maintenance program? It's become a standard in the airline industry. Nothing is too trivial to ensure a pleasant flying experience for Continental passengers. BENDIX 200 SERIES

The latest automatic test equipment devices bring additional efficiencies to the maintenance of Continental aircraft. The unit shown at right can perform electrical and electronic testing procedures in 90 minutes which once required 12 hours by other methods. Just one example of techniques such as X-ray, radio isotope and ultrasonic processes employed to inspect equipment conditions on a regular schedule.



## We're going your way...



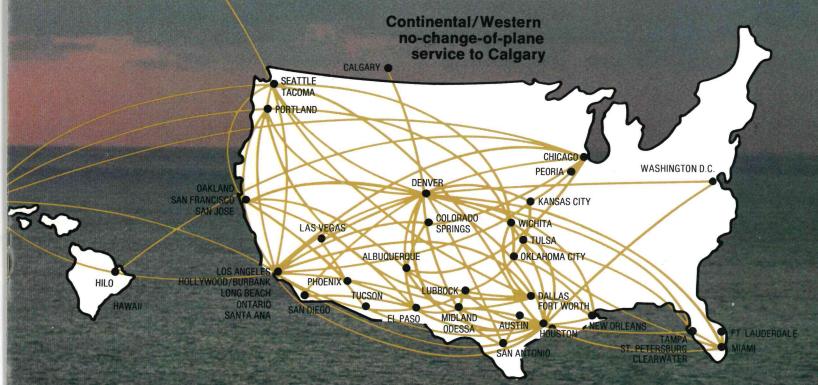


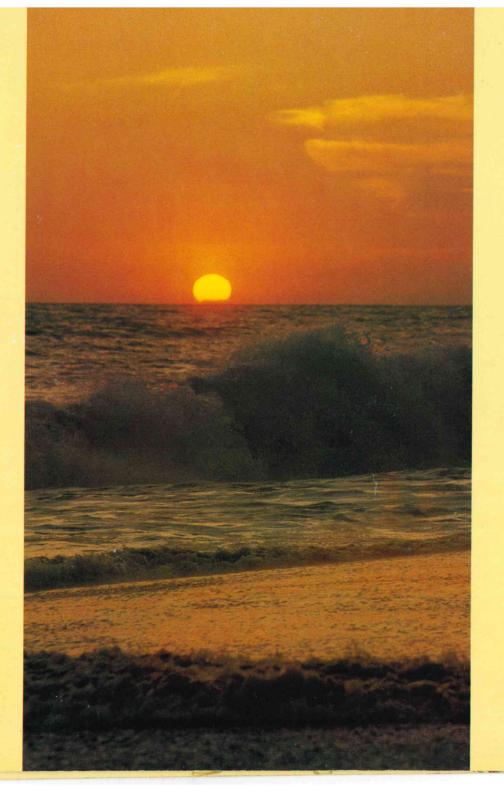
TO THE SOUTH PACIFIC Continental flies wide-body DC-10's and wide-look 727's to more than 50 destinations from Miami, Florida to Hawaii and beyond to the Central and Western Pacific and Australia and New Zealand by way of American Samoa and Fiji. And we're the only airline offering three classes of service...First Class, Club Coach and Economy...on all domestic flights.

Our horizons are changing and our route map is expanding rapidly. For current information please consult your Travel Agent, Company Travel Department or Continental Airlines.

#### Continental Mainland/Hawaii Service

Continental/Western no-change-of-plane service to Anchorage





# Where are you headed?

Continental can fly you halfway around the world...for business or pleasure. Chances are we're going where you're going, all or part of the way. You can make connections with Continental flights at any city within our route system. And we've tailored our flight schedules to ensure speedy connections with other airlines. We want to take you to fun places. But we're also the business traveler's airline, people who take pride in making business travel a pleasure again.

#### WITHIN THE MAINLAND UNITED STATES...

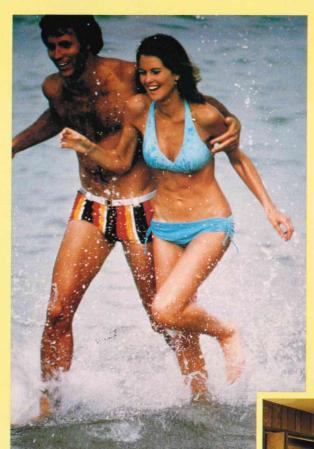
To bustling cities. To the beaches of Florida or California. From the ski slopes of Colorado to the oil fields of Texas or Alaska. We even offer convenient same-day commuter schedules between many Continental cities. Many city combinations permit you to leave home in the morning and return home that evening when you're pressed for time or want to spend more time with your family. And it can also save you overnight expenses.

#### HAWAII, MICRONESIA AND THE ORIENT...

Magnificent Hawaii, a kaleidoscope of wonderful things to see and do...daytime, nighttime, all year round. Bewitching Micronesia, crossroads of the Pacific; unspoiled wonderland of natural beauty. Continental offers frequent flights from Los Angeles direct to Guam and then on to Taipei. Because they are so centrally located, quick connections can be made from Guam or Taipei to the major centers of Japan, Hong Kong, Bangkok, Singapore or Manila. Also at Guam, connections can be made to Okinawa or any of the exotic islands of Micronesia. Continental is the only U.S. airline that can fly you to and throughout all of Micronesia...and beyond to Tokyo and the Orient.

#### AUSTRALIA, NEW ZEALAND AND THE POLYNESIAN ISLANDS...

Continental's newest route. Broad new horizons... exciting new places and an opportunity to share with many new friends our belief that flying is still something special. With a variety of flights each week to and through this vast, wondrous area...from Los Angeles through Honolulu to American Samoa, the Fiji Islands and on to Sydney, Australia and Auckland, New Zealand. All round trips returning to Los Angeles, your gateway city for connecting flights on Continental's extensive route system throughout the United States.







## Gome on along...

PC-10 Bright, cheery decor. Settle back and listen to fine stereo. Our spacious DC-10 First Class service is first cabin all the way. Marvelous foods and the finest beverages. Tantalizing snacks for non-mealtime flights. Something is always happening on our DC-10's to bring you good times along the way.



# on the two finest planes in the sky today!



## Gontinental brought

Times have changed...but our attitude hasn't. We've put personal comfort back into flying.

If you haven't had an opportunity to fly Continental lately, you have a nice experience awaiting you. If you have, you know what we mean.

First Class service has always been very special on Continental. Now it's even better than ever.

Continental Club Coach is better than ever, too. In Club Coach you'll have room to stretch out and relax. Use the fold-down center seat on our 727's when it's unoccupied.

Savor a tasty variety of foods. Old favorites. Delicious new creations. Also unique Continental innovations such as Gold Cart Buffet Sandwich Service in First Class and Soup and Sandwich Service in Coach on between meal flights. We also offer a choice of entrees in Coach on many mealtime flights.

You can listen to many different channels of free stereo. And view filmed entertainment on most DC-10 flights. Events, foods and film features vary from flight to flight. But there's always something extra special on Continental.





### comfort back to flying!









#### CONTINENTAL FIRST CLASS... EVEN MORE SPECIAL THAN EVER.

Experience a touch of class on both our DC-10's and 727's. Lounging chair comfort. An extra flair. Fine foods. Premium brand cocktails. Superb wines. Crisp salads. Choice entree selections. Tasty snacks on non-mealtime flights. Better than ever...yet costs only a little more than Coach.



## Gontinental JetFreight...



# when time and cost really matter.

MORE SPACE AND FLEXIBILITY ON THE FLIGHT YOU WANT.

In cargo capacity, Continental's DC-10 fleet is the most versatile of any airline. The unique design of our DC-10's leaves the entire lower deck area available for cargo. And we have significantly larger cargo hatches to accommodate big L-7 containers — up to 9,900 pounds. Continental's 727's are designed for bulk loading of cargo which gives the shipper greater flexibility.

As a result, Continental JetFreight scheduling becomes more flexible. Scheduled Continental passenger flights are also scheduled cargo flights. A faster, more flexible and efficient cargo shipping system.

Continental JetFreight offers a full range of cargo services: Containers, PBX Proud Bird X-press small package service, SHX Skyway-Highway Express for expediting shipments to smaller communities and PRF Priority Reserved Freight.

Our JetFreight route system extends across the United States from Miami to Honolulu and Anchorage and throughout the Central, Western and South Pacific. And Continental provides world-wide service through interline connections with other airlines at major gateway cities.





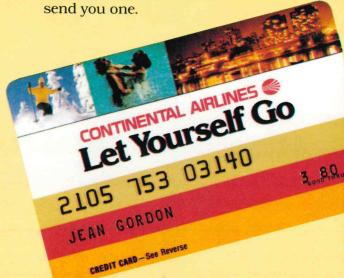
Where in the world are you headed? Continental's route plans for tomorrow go far beyond today's extensive system. We've come a long way and intend to go a whole lot further.

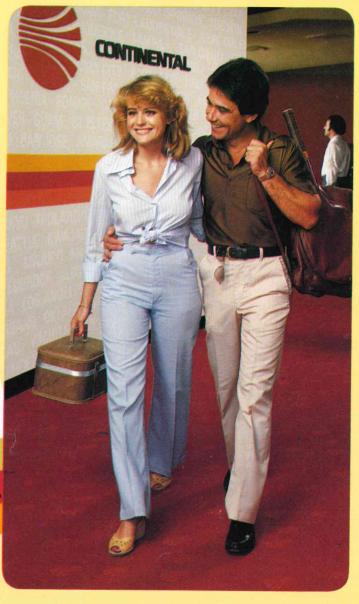
Searching for new horizons goes beyond new places. It goes toward development of new innovations to make your flying experience more pleasant.

As you travel with Continental during the coming months and years you'll notice all along the way new concepts in comfort, luxury and safety. Because nothing has really changed or will in Continental's attitude about you.

# Gome on along!

We make it easy and convenient ...if you're mostly flying to Continental destinations. Business or pleasure, the Continental LET YOURSELF GO card is your passport to work-a-day travel needs or when you want to break away for a Continental Holiday. Pick up an application at any Continental office. Or call us and we'll send you one





Continental believes that flying is still something special. And we're not about to change. Chances are we're going where you're going. Call your travel agent, company travel department, or Continental Airlines for information and reservations.



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